



Signage & Vehicle Brand Style Guide

Signage and Vehicle Brand Style Guide

The purpose of this brand style guide is to have a campus-wide unified and comprehensive look for all building identity, directional, wayfinding, address and LED panel signage on University buildings, walkways, entrances, etc.

This guide is part of the brand platform set that helps each of the University of Delaware's communications efforts to work in concert. A brand platform is a set of guidelines that serves as a common foundation for brand development and governs all aspects of a brand's visual elements, messages and implementation. To be successful, every entity in the UD community needs to help deliver the UD brand identity and message through its programs and activities.



Signage Brand Style Guide

Signage

Campus signage, from building identification to directional signs, is another way in which UD maintains a consistent brand identity. This section outlines the standards and guidelines for various types of University signage.

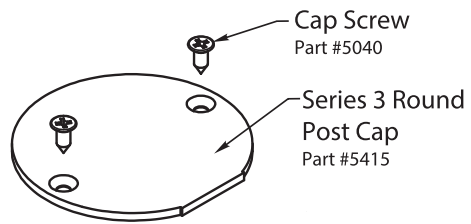
All exterior building and directional signage should be developed in cooperation with the University of Delaware's Planning and Project Delivery department and the UD Architect:

142 General Services Building
222 S. Chapel St.
Newark, DE 19716-1744
Fax: 302-831-8294
Telephone: 302- 831-1744
Email: ud-fpc@udel.edu

To request a new sign, please submit a completed "University of Delaware New Exterior Sign Request Form" to the Planning and Project Delivery department.

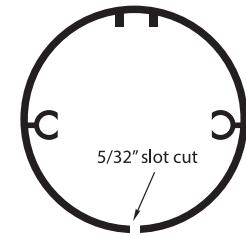
The Sign Request Form may be found online at:
<http://www.facilities.udel.edu/faculty.aspx>.
On that page, select "Requesting Signage."

Post style



Features & Benefits:

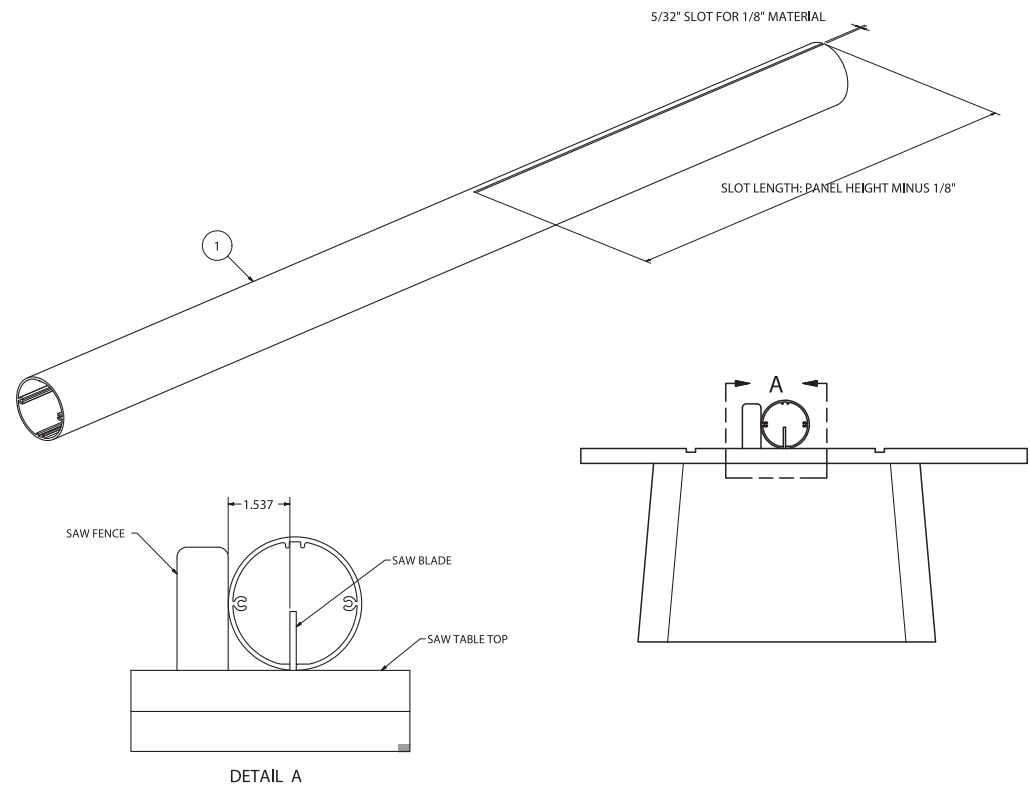
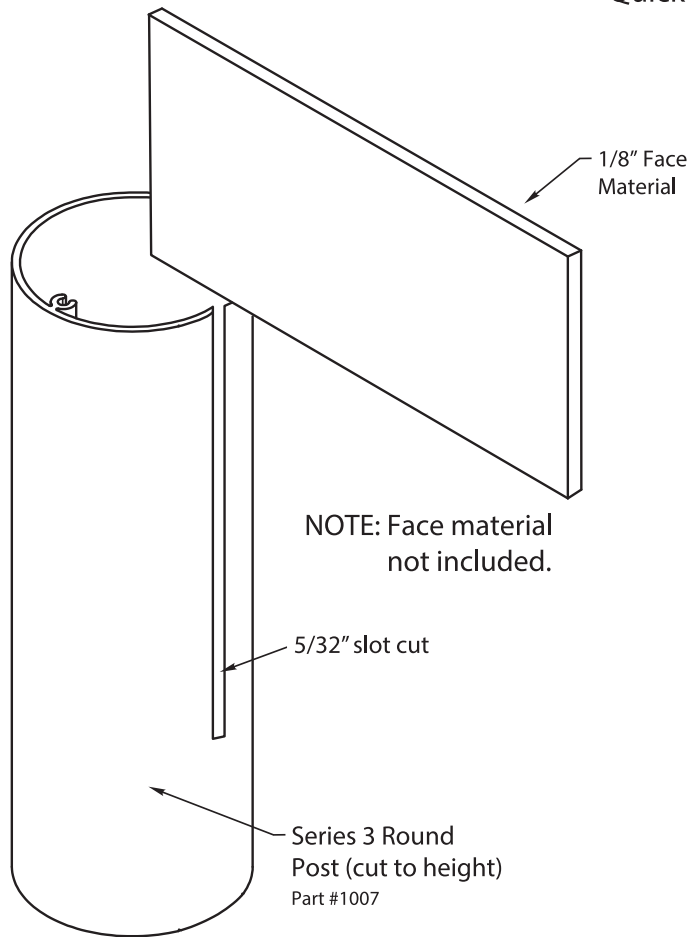
- Bodies offer a framed or frameless appearance.
- No visible panel attachment fasteners.
- Quick and easy to assemble.

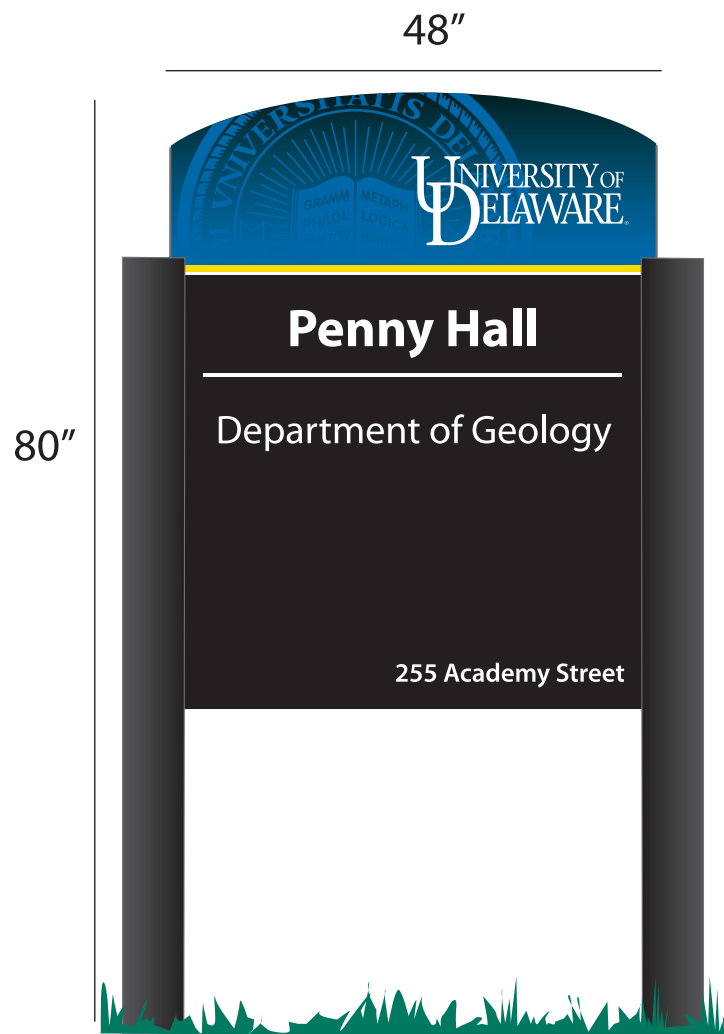


Round

Part #1007

*painted matte black





roadway building identity
48 x 80
Campus-wide

Double-Sided Aluminum Fabricated Building Identity Sign, to include:

- Overall Size - 60"h x 48"w
- (1) Header Panel - 18"h x 48"w
- (1) Directional Panel - 42"h x 48"w
- .125" Painted matte black aluminum
- Posts: SignComp.com, series 3, part #1007 round
- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
 - full header-blue to black gradient with UD seal ghosted and white UD Primary logo
- Single Colors - 3M Scotchcal 50 Vinyl Graphics
 - reflective white
 - bright yellow 180C-15
 - vivid blue 180C-17

Installation:

- Installation of above between (2) 3" x 3" painted aluminum posts in dirt set in concrete
- Height to top of the sign - approx. 80"



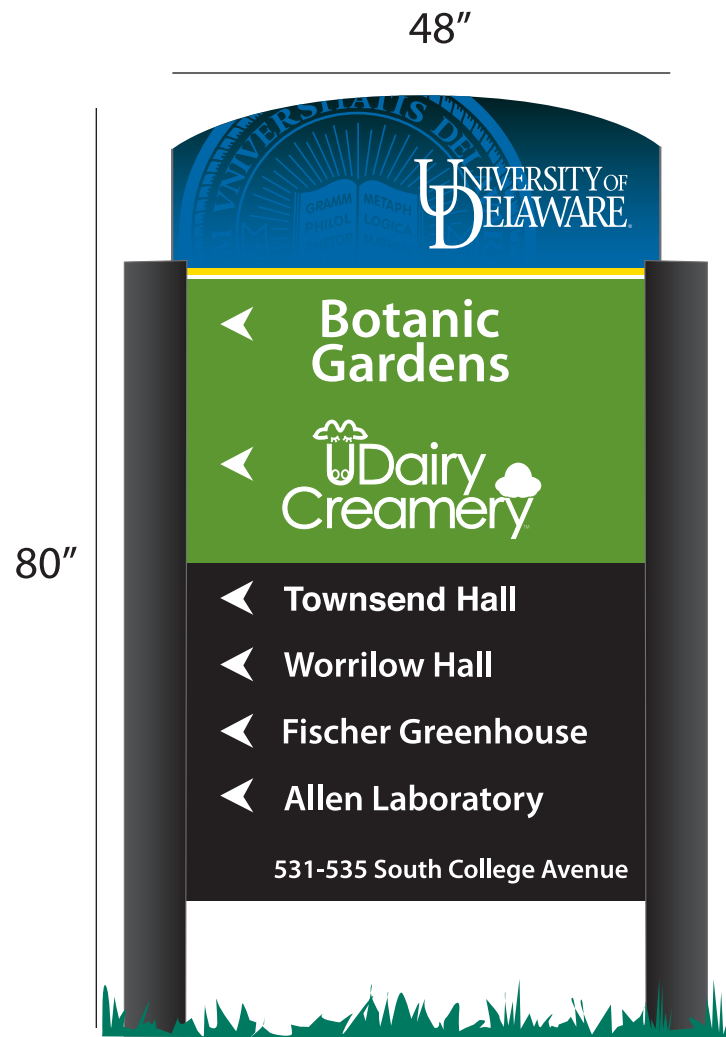
roadway directional
48 x 80
Campus-wide

Double-Sided Aluminum Fabricated Wayfinding Sign, to include:

- Overall Size - approx. 60"h x 48"w
- (1) Header Panel - 18"h x 48"w
- Up to (7) Directional Panels - 6"h x 48"w with options for larger panels
- .125" Painted matte black aluminum
- Posts: SignComp.com, series 3, part #1007 round
- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
 - full header-blue to black gradient with UD seal ghosted and white UD Primary logo
- Single Colors - 3M Scotchcal 50 Vinyl Graphics
 - white
 - bright yellow 180C-15
 - vivid blue 180C-17

Installation:

- Installation of above between (2) 3" x 3" painted aluminum posts in dirt set in concrete
- Height to top of the sign - Aprox 80"



roadway directional
specialty
48 x 80
Campus-wide

Double-Sided Aluminum Fabricated Wayfinding Sign, to include:

- Overall Size - 72"h x 48"w
- (1) Header Panel - 18"h x 48"w
- (2) Logo Directional Panels - 12"h x 48"w
- (5) Directional Panels - 6"h x 48"w
- .125" Painted matte black aluminum
- Posts: SignComp.com, series 3, part #1007 round
- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
 - full header-blue to black gradient with UD seal ghosted and white UD Primary logo
- Single Colors - 3M Scotchcal 50 Vinyl Graphics
 - reflective white
 - bright yellow 180C-15
 - vivid blue 180C-17
 - apple green 180C-196

Installation:

- Installation of above between (2) 3" x 3" painted aluminum posts in dirt set in concrete
- Height to top of the sign - approx. 80"



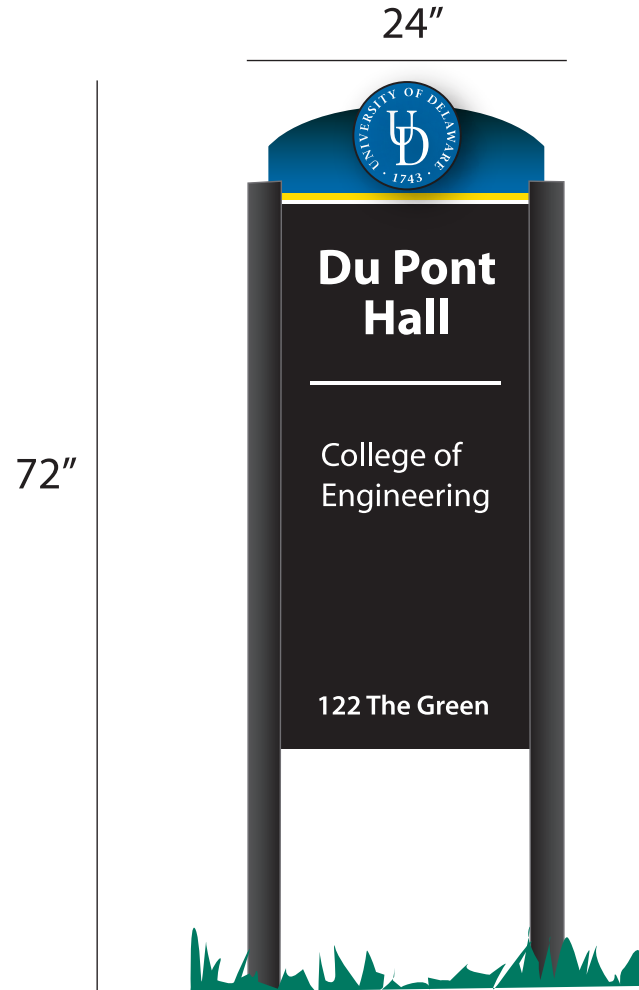
walking building identity
option 1
18 x 72
The Green

Single-Sided Aluminum Fabricated Building Identity Sign, to include:

- Overall Size - 72"h x 18"w
- (1) Header Panel - 9"h x 18"w (including height of the logo medallion)
- (1) Cast aluminum UD medallion (blue/silver)
- (1) Directional Panel - 63"h x 18"w
- .125" Painted matte black aluminum
- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
 - full header-blue to black gradient with separately applied 8" UD logo medallion
- Single Colors - 3M Scotchcal 50 Vinyl Graphics
 - reflective white
 - bright yellow 180C-15
 - vivid blue 180C-17

Installation:

- Installation of above on (2) 4" x 4" painted aluminum square posts in dirt set in concrete
- Height to top of the sign - approx. 72"



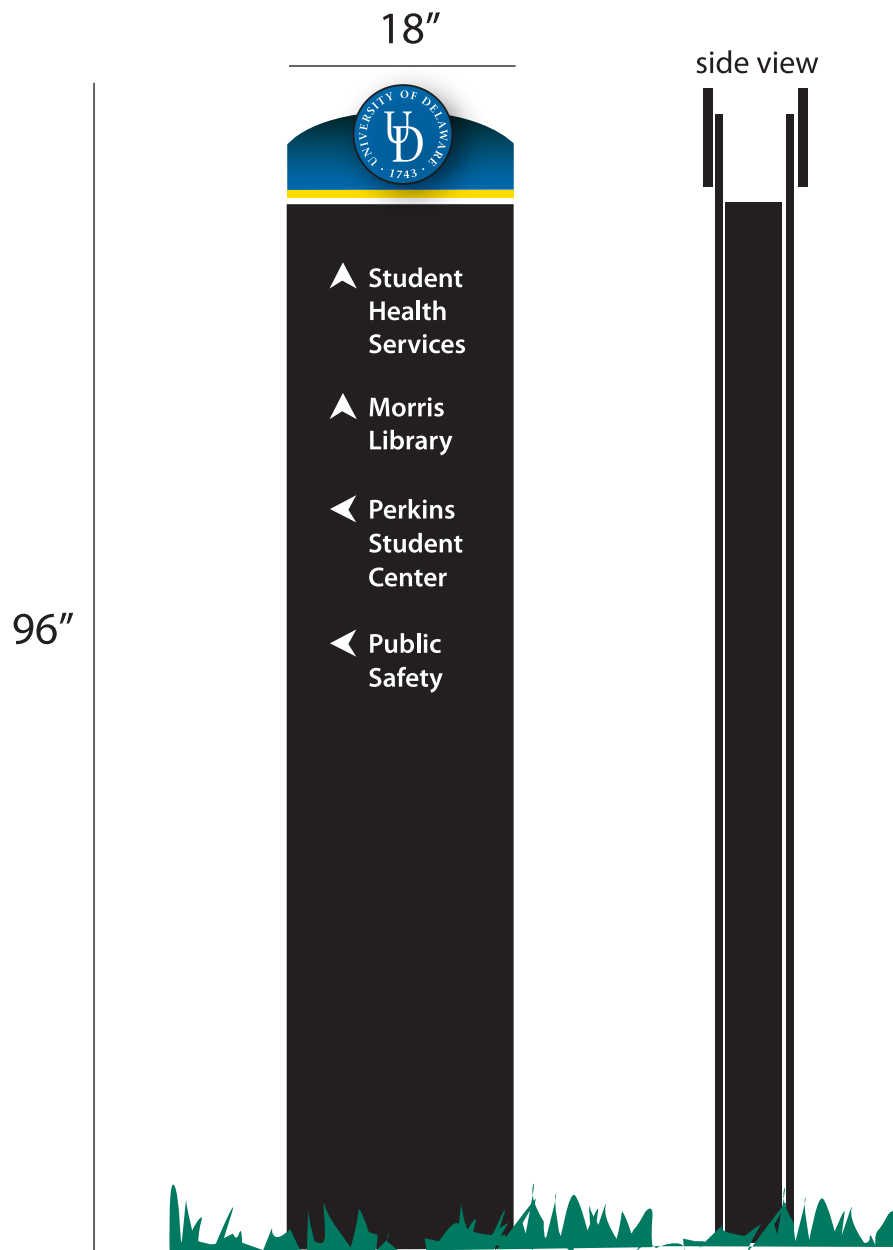
walking building identity
option 2
24 x 72
The Green

Single-Sided Aluminum Fabricated Building Identity Sign, to include:

- Overall Size - 51"h x 24"w
- (1) Header Panel - 9"h x 24"w (including height of the logo medallion)
- (1) Directional Panel - 42"h x 24"w
- .125" Painted matte black aluminum
- Posts: SignComp.com, series 3, part #1007 round
- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
 - full header-blue to black gradient with separately applied 8" UD logo medallion
- Single Colors - 3M Scotchcal 50 Vinyl Graphics
 - reflective white
 - bright yellow 180C-15
 - vivid blue 180C-17

Installation:

- Installation of above between (2) 3" x 3" painted aluminum posts in dirt set in concrete
- Height to top of the sign - approx. 72"



walking directional
18 x 96
The Green

Double-Sided Aluminum Fabricated Building Identity Sign, each side to include:

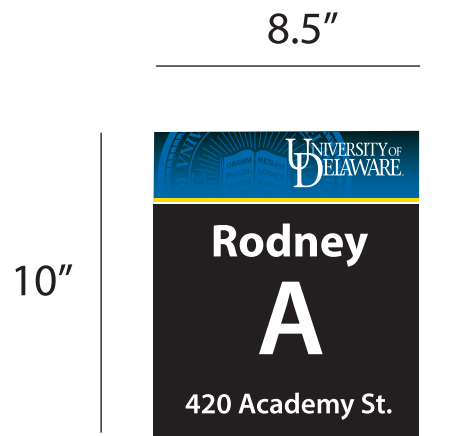
- Overall Size - 96"h x 18"w
- (1) Header Panel - 9"h x 18"w (including height of the logo medallion)
- (1) Cast aluminum UD medallion (blue/silver)
- (1) Directional Panel - 87"h x 18"w
- .125" Painted matte black aluminum
- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
 - full header-blue to black gradient with separately applied 8" UD logo medallion
- Single Colors - 3M Scotchcal 50 Vinyl Graphics
 - reflective white
 - bright yellow 180C-15
 - vivid blue 180C-17

Installation:

- Installation of above on (2) 4" x 4" painted aluminum square posts in dirt set in concrete
- Height to top of the sign - approx. 96"

Trabant University Center LED double-sided sign





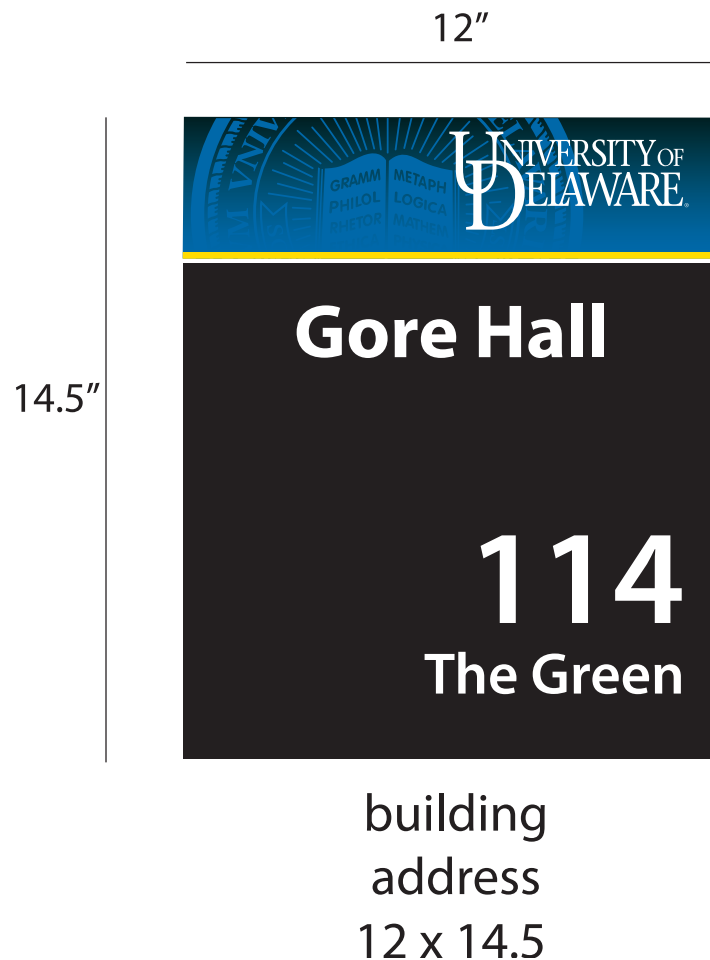
building
address
small
8.5 x 10
Campus-wide

Single-Sided Aluminum Fabricated Building Address Sign, to include:

- Overall Size - 10"h x 8.5"w
- (1) Header Panel - 2.25"h x 8.5"w
- (1) Address Panel - 7.75"h x 8.5"w
- .25" Painted matte black aluminum
- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
 - full header-blue to black gradient with UD seal ghosted and white UD Primary logo
- Single Colors - 3M Scotchcal 50 Vinyl Graphics
 - reflective white
 - bright yellow 180C-15
 - vivid blue 180C-17

Installation:

- Installation of above pin-mounted flat on wall at location.
- Installation 60" AFF

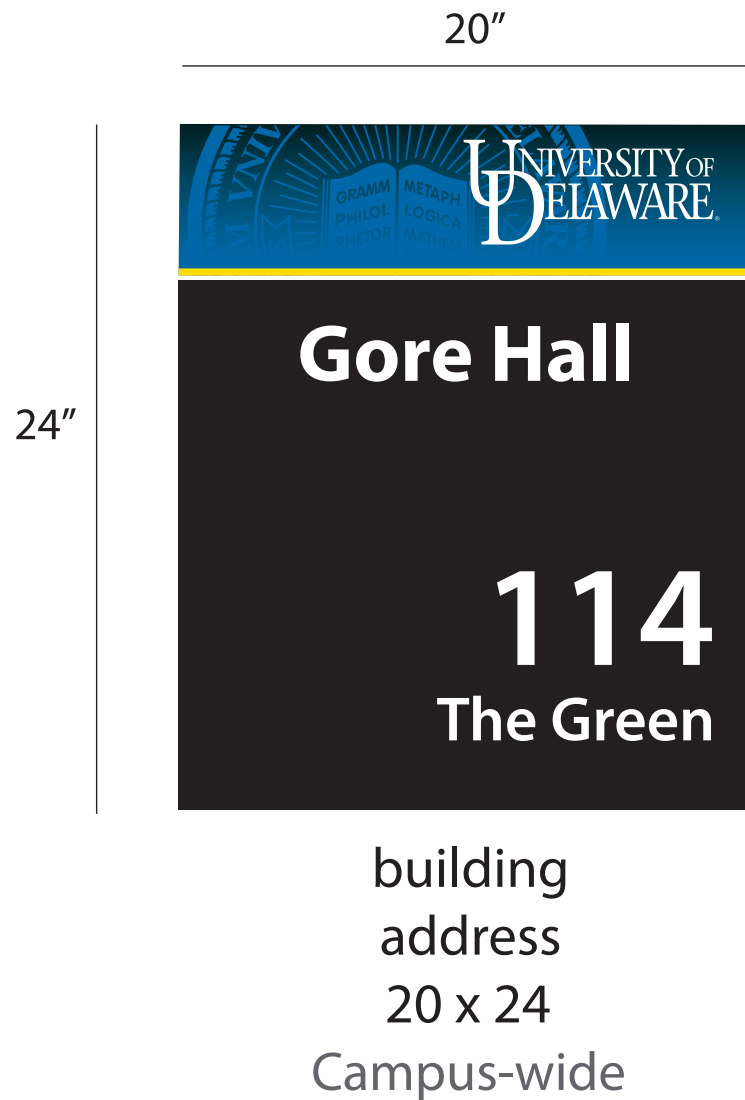


Single-Sided Aluminum Fabricated Building Address Sign, to include:

- Overall Size - 14.5"h x 12"w
- (1) Header Panel - 3.25"h x 12"w
- (1) Address Panel - 11.25"h x 12"w
- .25" Painted matte black aluminum
- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
 - full header-blue to black gradient with UD seal ghosted and white UD Primary logo
- Single Colors - 3M Scotchcal 50 Vinyl Graphics
 - reflective white
 - bright yellow 180C-15
 - vivid blue 180C-17

Installation:

- Installation of above pin-mounted flat on wall at location.
- Installation 60" AFF



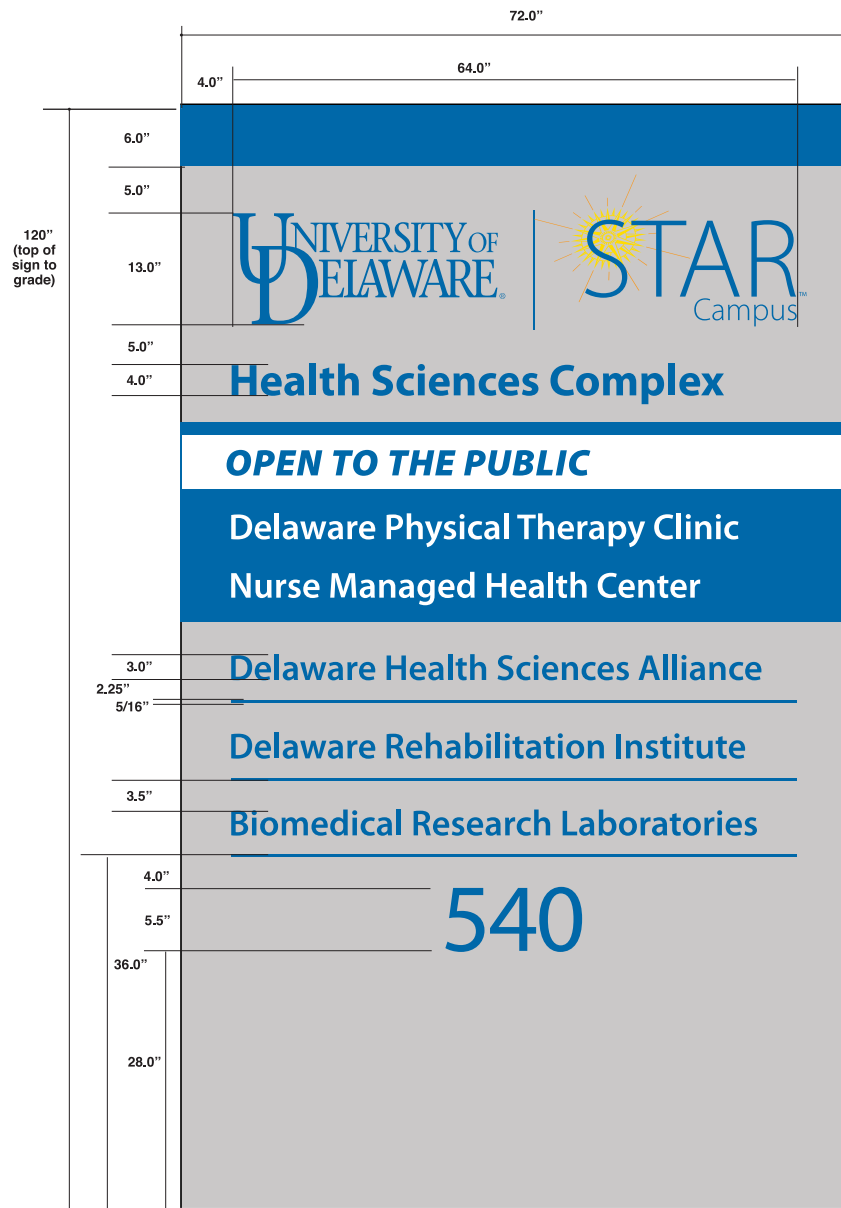
**Single-Sided Aluminum Fabricated
Building Address Sign, to include:**

- Overall Size - 24"h x 20"w
- (1) Header Panel - 5.5"h x 20"w
- (1) Address Panel - 18.5"h x 20"w
- .25" Painted matte black aluminum
- Full Color Graphics File - 3M IJ180C Control Tac vinyl with 3M8518 Over-laminate Vinyl Graphics
 - full header-blue to black gradient with UD seal ghosted and white UD Primary logo
- Single Colors - 3M Scotchcal 50 Vinyl Graphics
 - reflective white
 - bright yellow 180C-15
 - vivid blue 180C-17

Installation:

- Installation of above pin-mounted flat on wall at location.
- Installation 60" AFF

STAR Campus 72x120 pylon building signage



Colors



Intense Blue (180C-47)

Pantone 2945C

Blue



Bright Yellow (180C-15)

Pantone 109C

Yellow



Light Orange (180C-54)

Pantone 144C

Orange

3M Controltac Plus Graphic Film

Pantone Color Matching System

Acrylic Polyurethane

Main Title Font/Typestyle: Myriad Pro Bold
Name Font/Typestyle: Myriad Pro Semibold
Number Font/Typestyle: Myriad Pro Regular
Logo: Official STAR Campus lockup



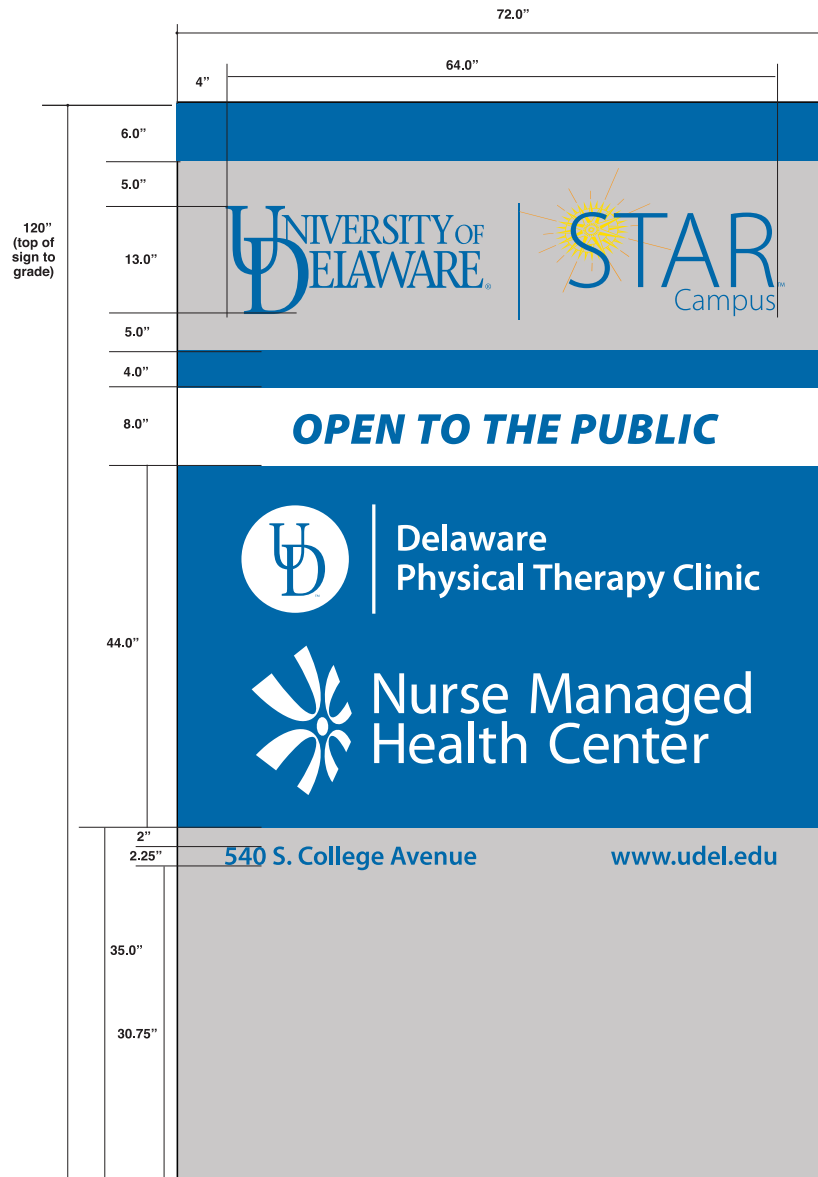
Top view of pylon sign.



Background color:
Pantone Cool Grey 3



STAR Campus Specialty signage for internal/UD Public Entities



Colors



Intense Blue (180C-47)

Pantone 2945C

Blue



Bright Yellow (180C-15)

Pantone 109C

Yellow



Light Orange (180C-54)

Pantone 144C

Orange

3M Controllac Plus Graphic Film

Pantone Color Matching System

Acrylic Polyurethane

Font/Typestyle: Myriad Pro Semibold

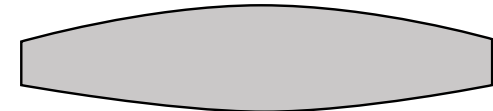
Logo: Official STAR Campus lockup



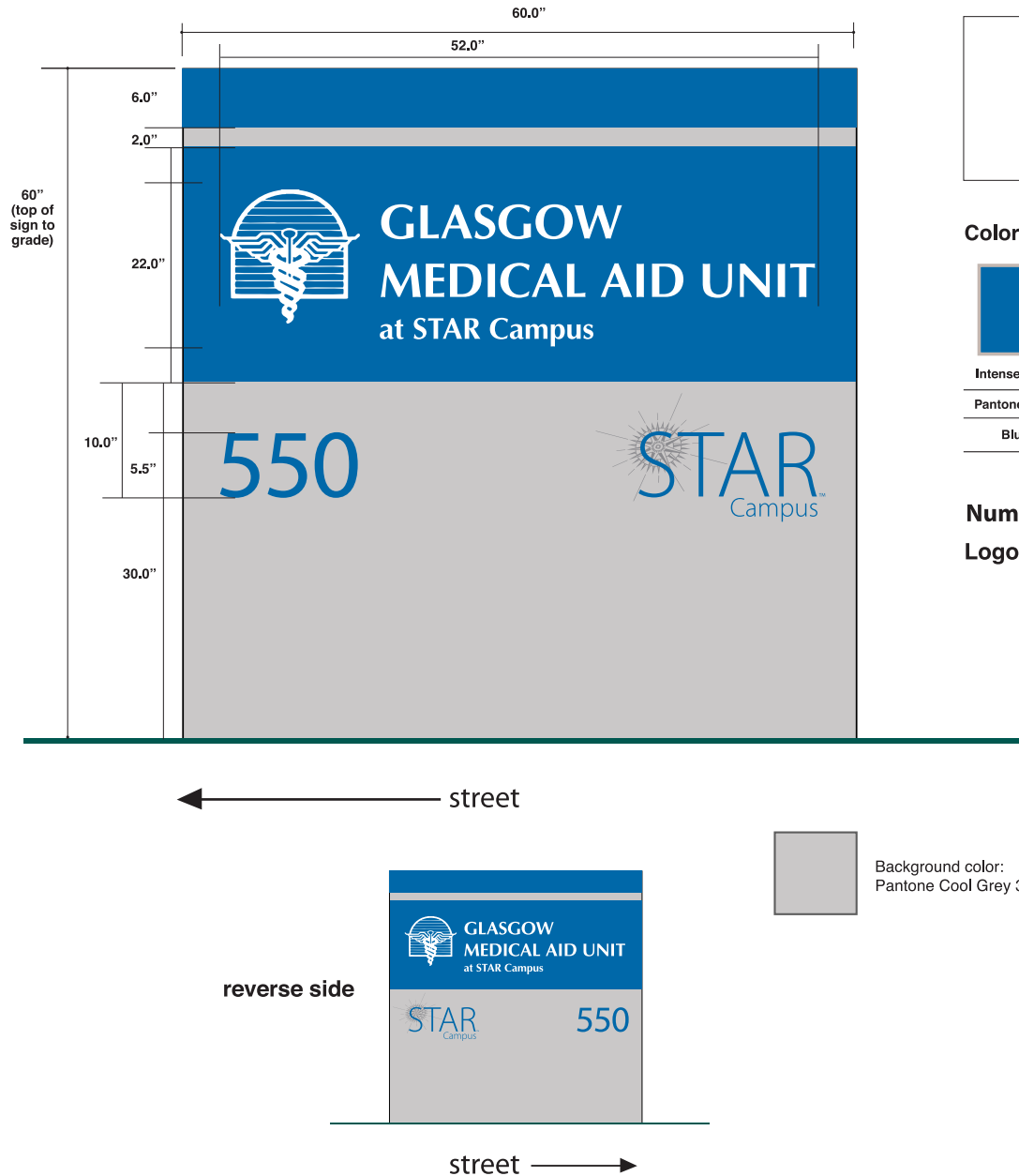
Top view of pylon sign.



Background color:
Pantone Cool Grey 3



STAR Campus Specialty signage for Commercial Tenants



Tenant logo/name image area
14" h x 52" w
(obtain high resolution art from tenant)

Colors



Intense Blue (180C-47)

Pantone 2945C

Blue



Medium Gray (180C-31)

Pantone Cool Grey 8C

Cool Grey 80%

3M Controltac Plus Graphic Film

Pantone Color Matching System

Acrylic Polyurethane

Number Font/Typestyle: Myriad Pro Regular

Logo: Official STAR Campus logo

Top view of pylon sign.



Background color:
Pantone Cool Grey 3

UD Downtown Building Sign (Wilmington, DE)

Colors



A9001-T

White



A9561-T

Pantone 3005C



A9566-T

Pantone 2945C

Avery Translucent A6 Film

Pantone Color Matching System



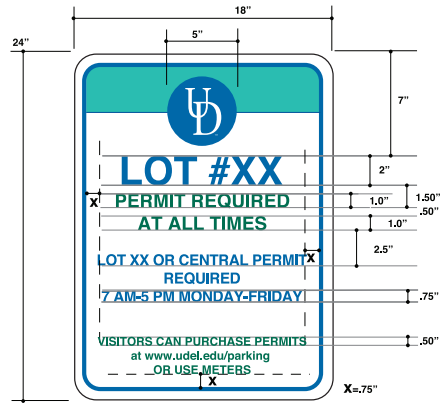
UD SIGNAGE

24" Parking Sign (CENTRAL Lot)

Colors

White (5000)	Green (680-56, 680CR-66)	Blue (680-75, 680CR-75)	Aqua 180C-176	ScotchBrite Reflective Graphic Film
	Pantone 342C	Pantone 2945C	Pantone 3285C	Pantone Color Matching System
White	Green	Blue	Aqua	Acrylic Polyurethane

Font Helvetica Bold CAPS, no size distortion

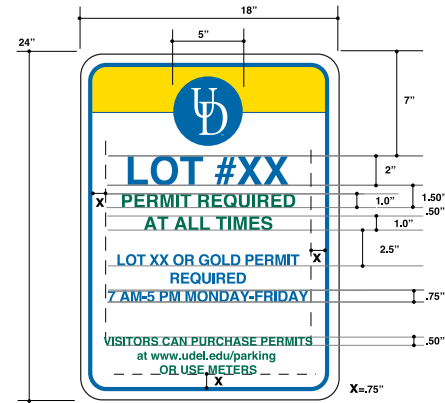


24" Parking Sign (GOLD Lot)

Colors

White (5000)	Green (680-56, 680CR-66)	Blue (680-75, 680CR-75)	Yellow (680-71, 680CR-71)	ScotchBrite Reflective Graphic Film
	Pantone 342C	Pantone 2945C	Pantone 109C	Pantone Color Matching System
White	Green	Blue	Yellow	Acrylic Polyurethane

Font Helvetica Bold CAPS, no size distortion

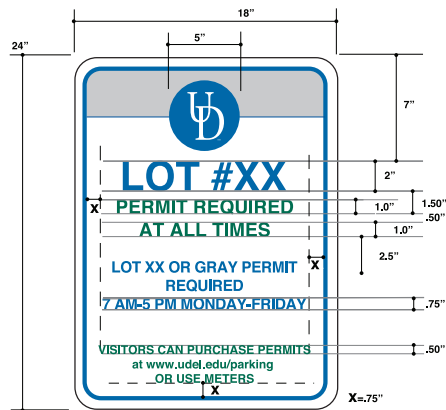


24" Parking Sign (GRAY Lot)

Colors

White (5000)	Green (680-56, 680CR-66)	Blue (680-75, 680CR-75)	Gray 180C-31	ScotchBrite Reflective Graphic Film
	Pantone 342C	Pantone 2945C	Pantone Cool Gray 4C	Pantone Color Matching System
White	Green	Blue	Gray	Acrylic Polyurethane

Font Helvetica Bold CAPS, no size distortion

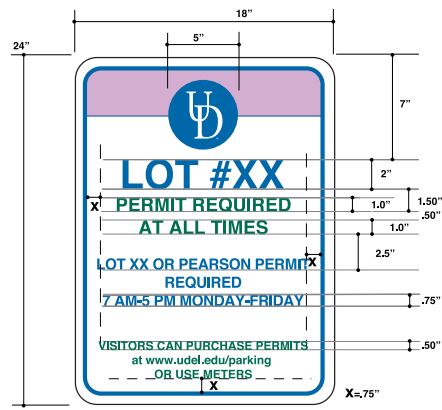


24" Parking Sign (Pearson Lot)

Colors

White (5000)	Green (680-56, 680CR-66)	Blue (680-75, 680CR-75)	Violet 7725-68	ScotchBrite Reflective Graphic Film
	Pantone 342C	Pantone 2945C	Pantone 257C	Pantone Color Matching System
White	Green	Blue	Violet	Acrylic Polyurethane

Font Helvetica Bold CAPS, no size distortion

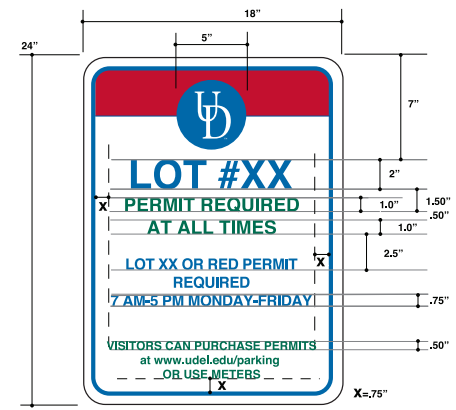


24" Parking Sign (RED Lot)

Colors

White (5000)	Green (680-56, 680CR-66)	Blue (680-75, 680CR-75)	Red 680-82	ScotchBrite Reflective Graphic Film
	Pantone 342C	Pantone 2945C	Pantone 187C	Pantone Color Matching System
White	Green	Blue	Red	Acrylic Polyurethane

Font Helvetica Bold CAPS, no size distortion



30" Public Parking Lot Sign

30" Parking Lot Sign

Colors



White 3M 5100 (reflective)



Green (680-56, 680CR-56)



Blue 680-75, 680CR-75)

Scotchlite Reflective Graphic Film

Pantone 342C

Pantone 2945C

Pantone Color Matching System

White

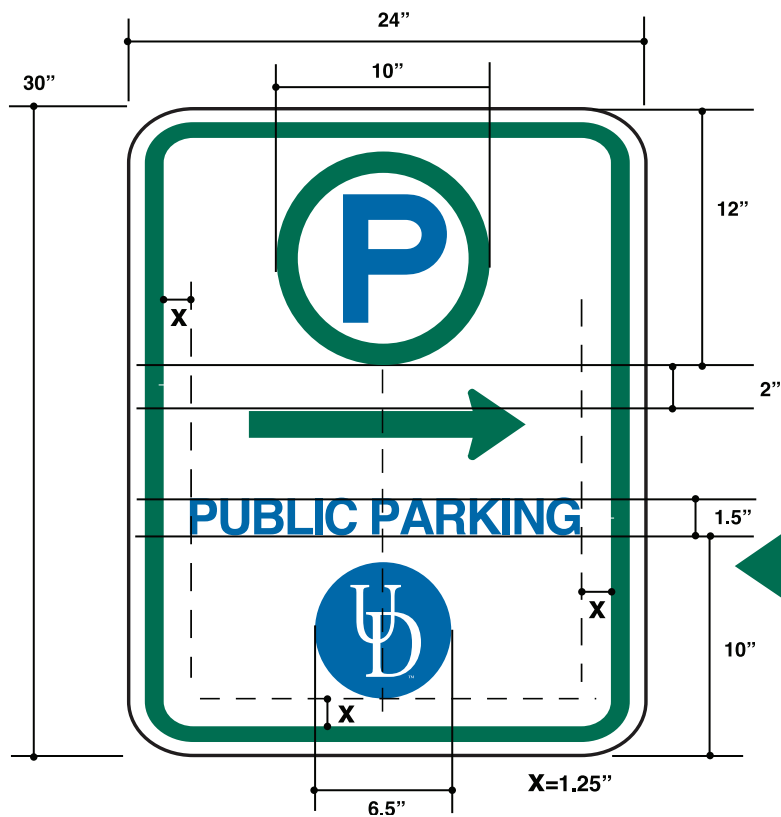
Green

Blue

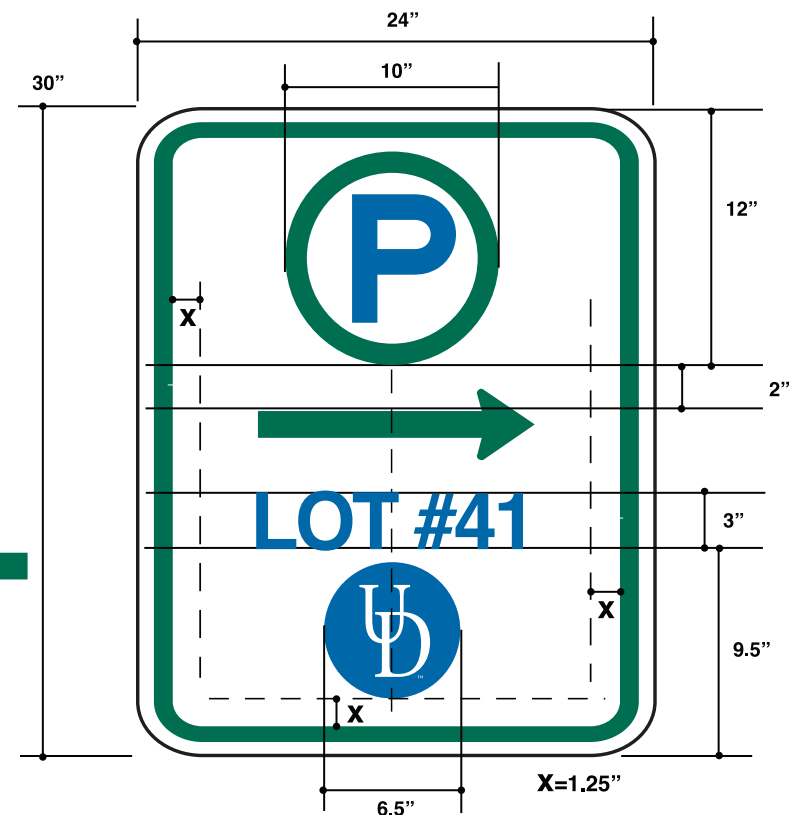
Acrylic Polyurethane

Font

Helvetica Bold CAPS, no size distortion



OPTIONS



18" Service Vehicle Sign

Colors



White 3M 5100 (reflective)



Intense Blue (180C-47)

3M Controltac Plus Graphic Film

White

Pantone 2945C

Pantone Color Matching System

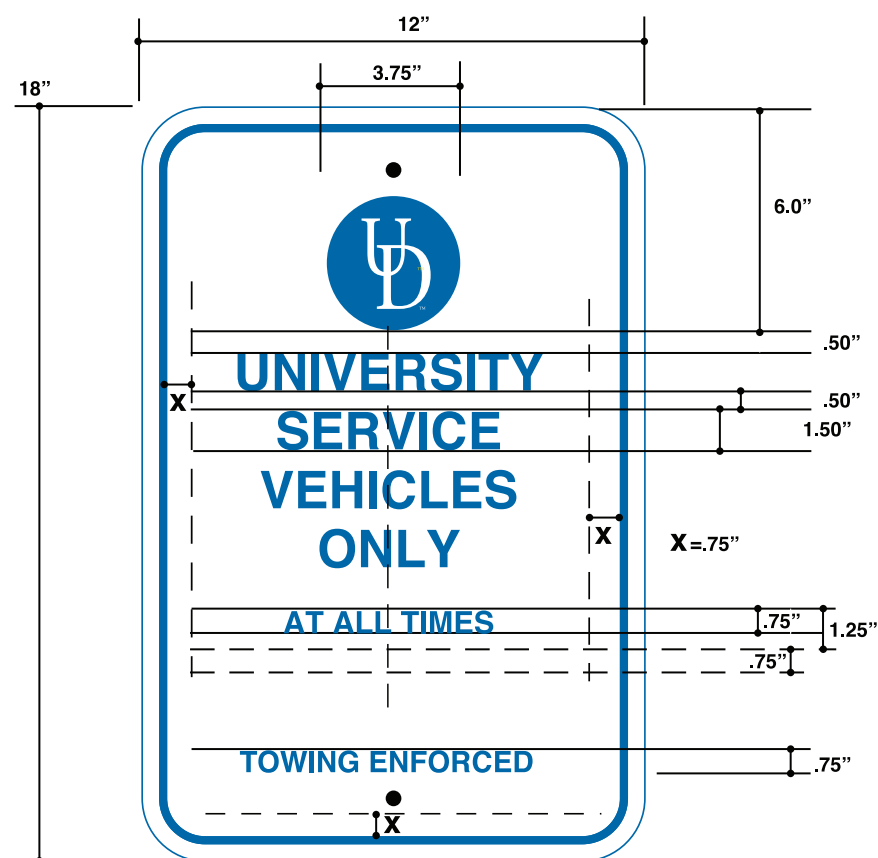
White

Blue

Acrylic Polyurethane

Font

Font
Helvetica Bold CAPS, no size distortion



OPTION B:

**< MONDAY – FRIDAY
7 A.M. – 5 P.M.**

18" Reserved Space Sign

Colors



White 3M 5100 (reflective)

Intense Blue (180C-47)

3M Controltac Plus Graphic Film

White

Pantone 2945C

Pantone Color Matching System

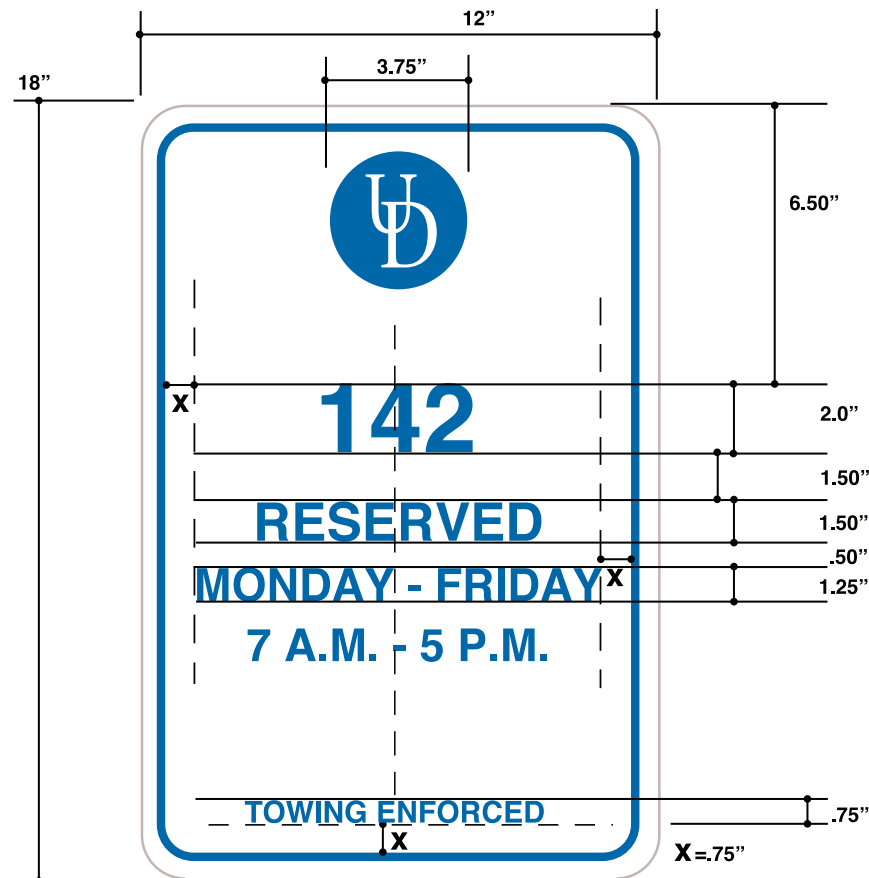
White

Blue

Acrylic Polyurethane

Font

Helvetica Bold CAPS, no size distortion



OPTION B:
 < MONDAY - FRIDAY
 7 A.M. - 7 P.M.

OPTION C:
 AT ALL TIMES

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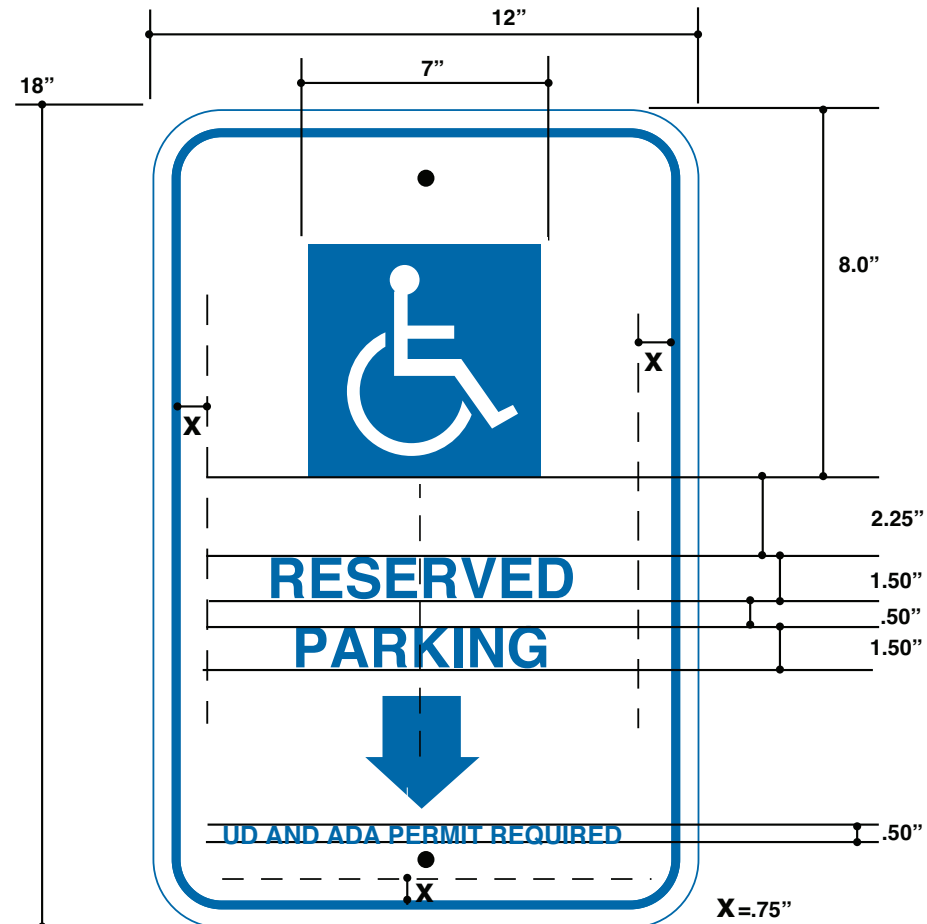


Scotchlite Reflective Graphic Film

Pantone Color Matching System

Acrylic Polyurethane

Helvetica Bold CAPS, no size distortion



8" Motorcycle Sign

Colors



White 3M 5100 (reflective)



Intense Blue (180C-47)

3M Controltac Plus Graphic Film

White

Pantone 2945C

Pantone Color Matching System

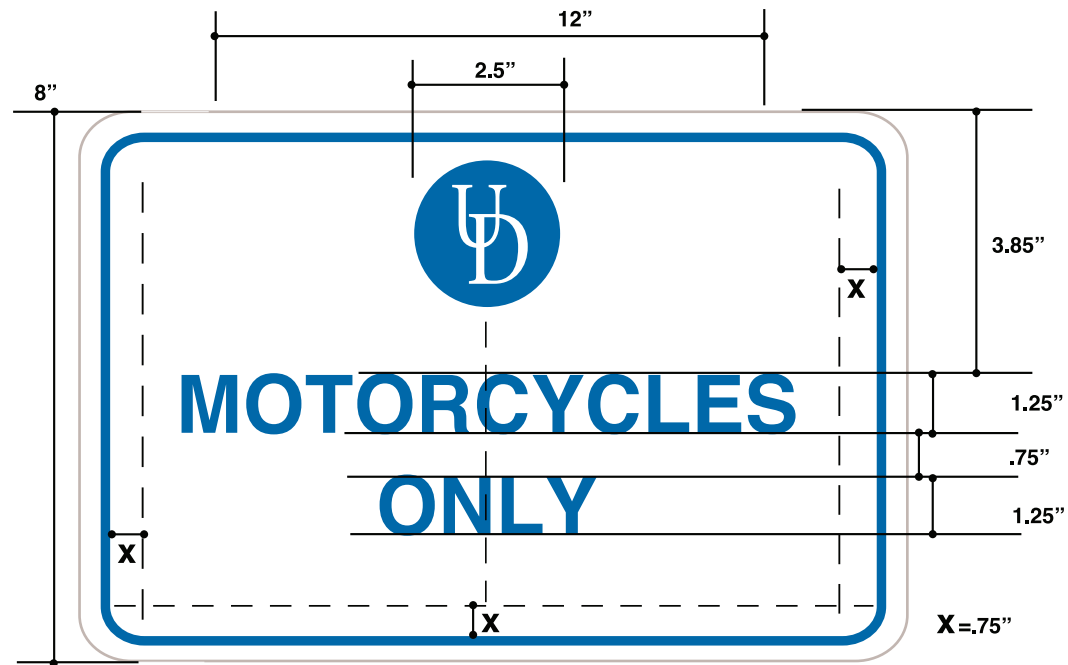
White

Blue

Acrylic Polyurethane

Font

Helvetica Bold CAPS, no size distortion



18" Pedestrian Walkway Sign

Colors



White 3M 5100 (reflective)

Intense Blue (180C-47)

3M Controllac Plus Graphic Film

White

Pantone 2945C

Pantone Color Matching System

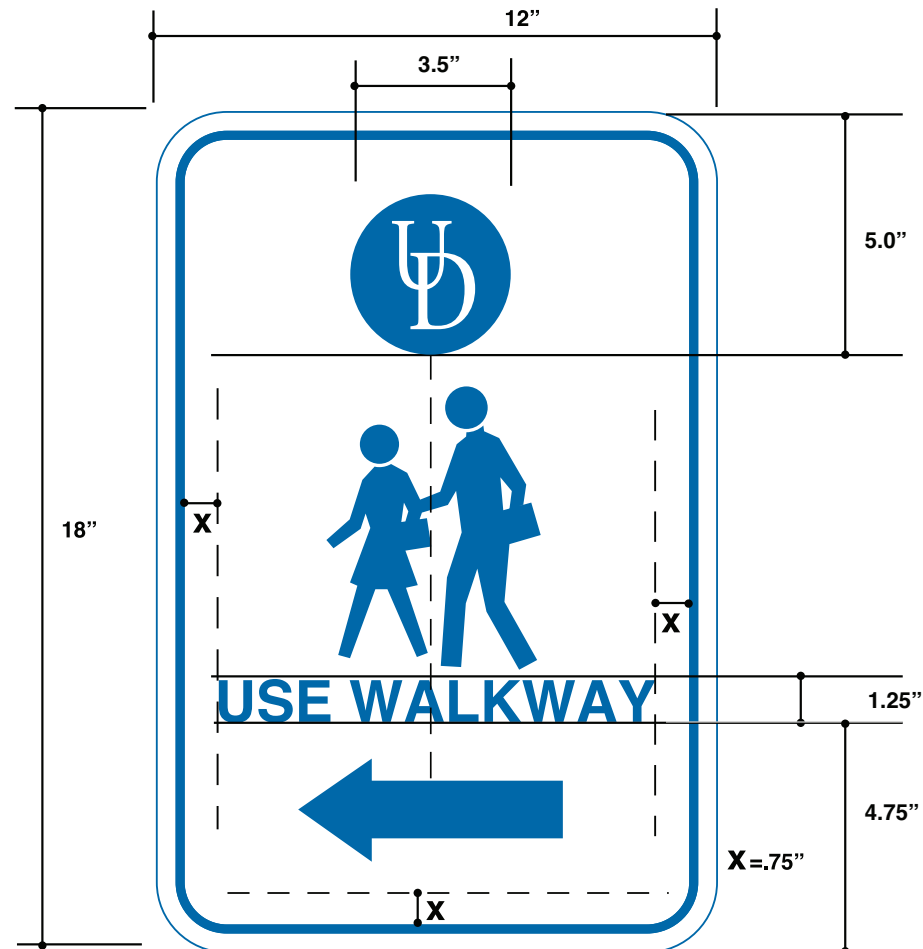
White

Blue

Acrylic Polyurethane

Font

Helvetica Bold CAPS, no size distortion



18" Shuttle Bus Stop Sign

Colors



White 3M 5100 (reflective)

Intense Blue (180C-47)

3M Controltac Plus Graphic Film

White

Pantone 2945C

Pantone Color Matching System

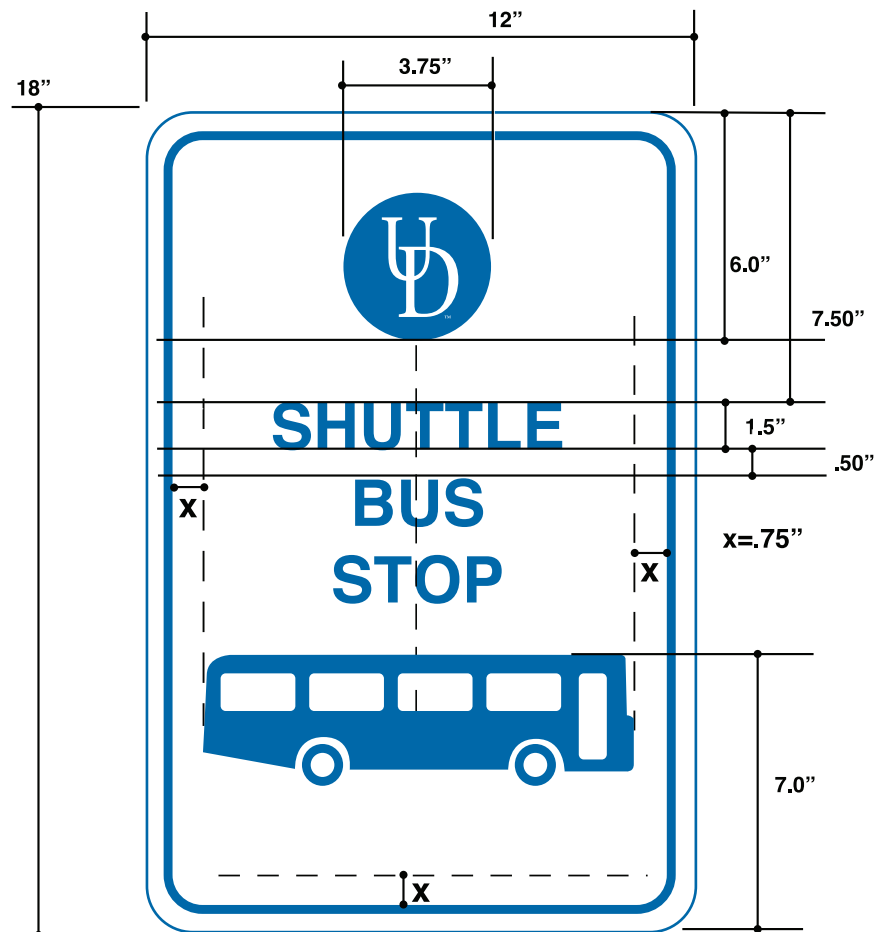
White

Blue

Acrylic Polyurethane

Font

Helvetica Bold CAPS, no size distortion



24" Reserved Football

Colors



White (5000)



Green (680-56, 680CR-56)



Blue 680-75, 680CR-75

Scotchlite Reflective Graphic Film

Pantone 342C

Pantone 2945C

Pantone Color Matching System

White

Green

Blue

Acrylic Polyurethane

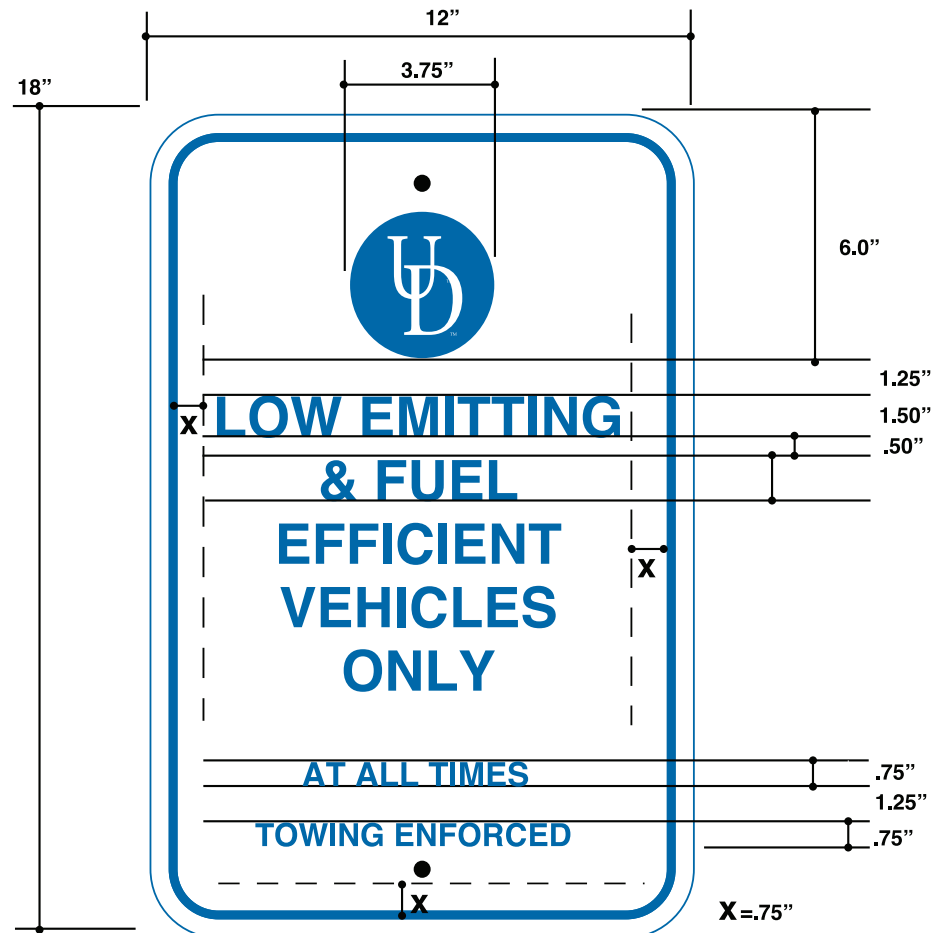
Font Helvetica Bold CAPS, no size distortion



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White 3M 5100 (reflective)	Intense Blue (180C-47)	3M Controltac Plus Graphic Film
White	Pantone 2945C	Pantone Color Matching System
White	Blue	Acrylic Polyurethane

Helvetica Bold CAPS, no size distortion



18" UD Electric Vehicle Sign

Colors



White 3M 5100 (reflective)



Green (680-56, 680CR-56)



Blue 680-75, 680CR-75

Scotchlite Reflective Graphic Film

Pantone 342C

Pantone 2945C

Pantone Color Matching System

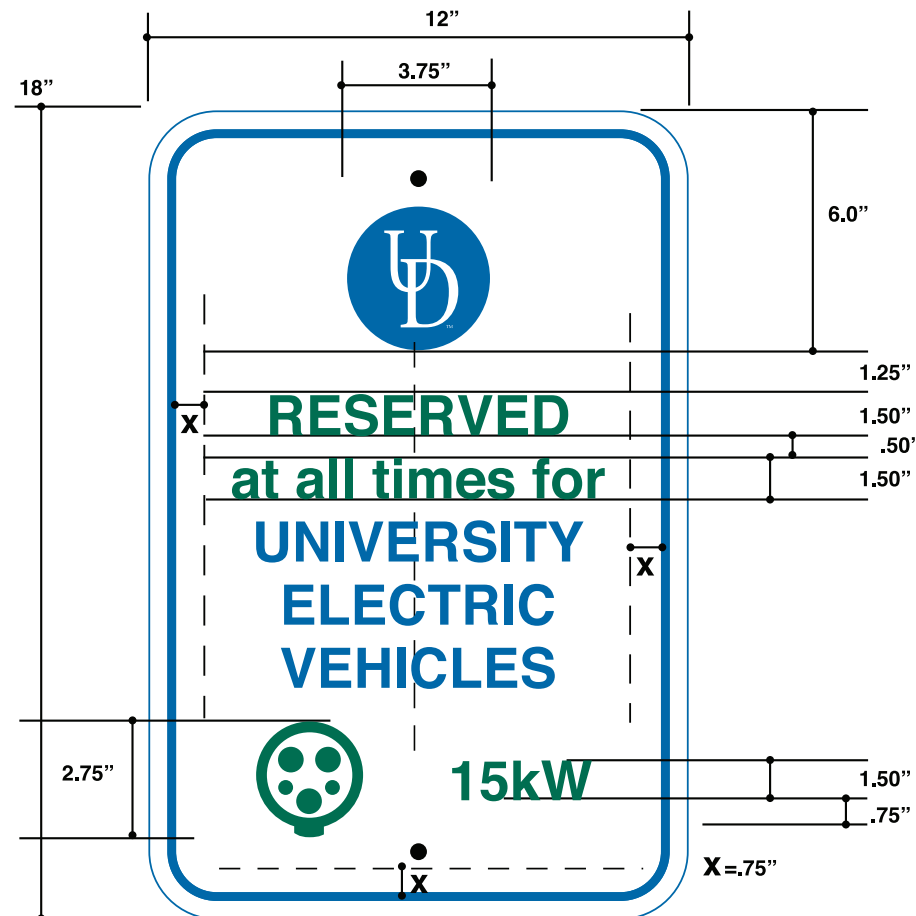
White

Green

Blue

Acrylic Polyurethane

Font Helvetica Bold CAPS, no size distortion



12" Tobacco-Free Campus Sign

Colors



White (5000)



Blue 680-82



Blue 680-75, 680CR-75)

Scotchlite Reflective Graphic Film

Pantone 199C

Pantone 2945C

Pantone Color Matching System

White

Red

Blue

Acrylic Polyurethane




Font

Helvetica Bold CAPS, no size distortion

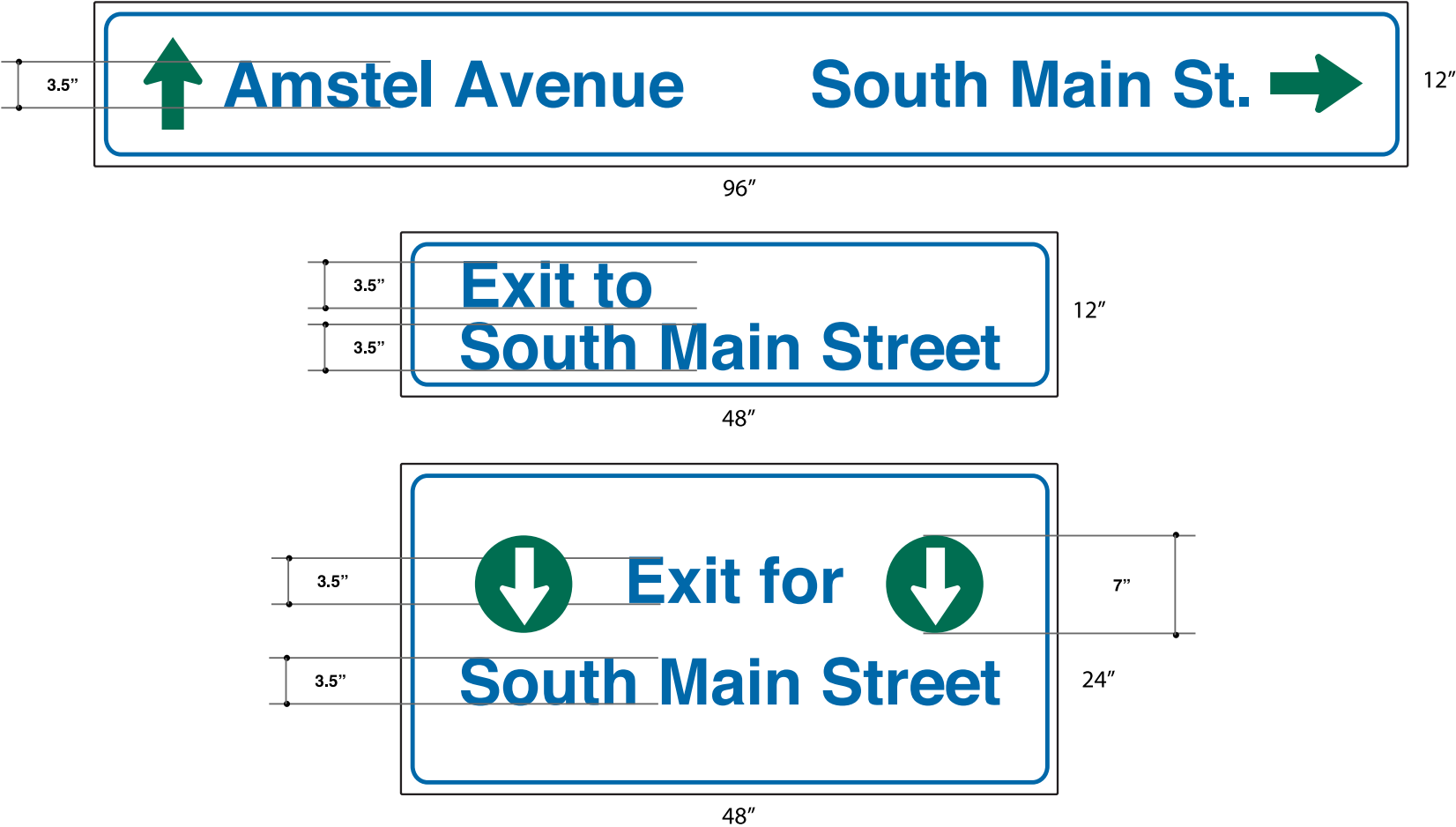


96" & 48" Parking Garage Signs

Colors

			
White (5000)	Green (680-56, 680CR-56)	Blue 680-75, 680CR-75)	Scotchlite Reflective Graphic Film
	Pantone 342C	Pantone 2945C	Pantone Color Matching System
White	Green	Blue	Acrylic Polyurethane

Font Helvetica Bold CAPS, no size distortion



36" Fee Structure Sign

Colors



White (5000)



Green (680-56, 680CR-56)

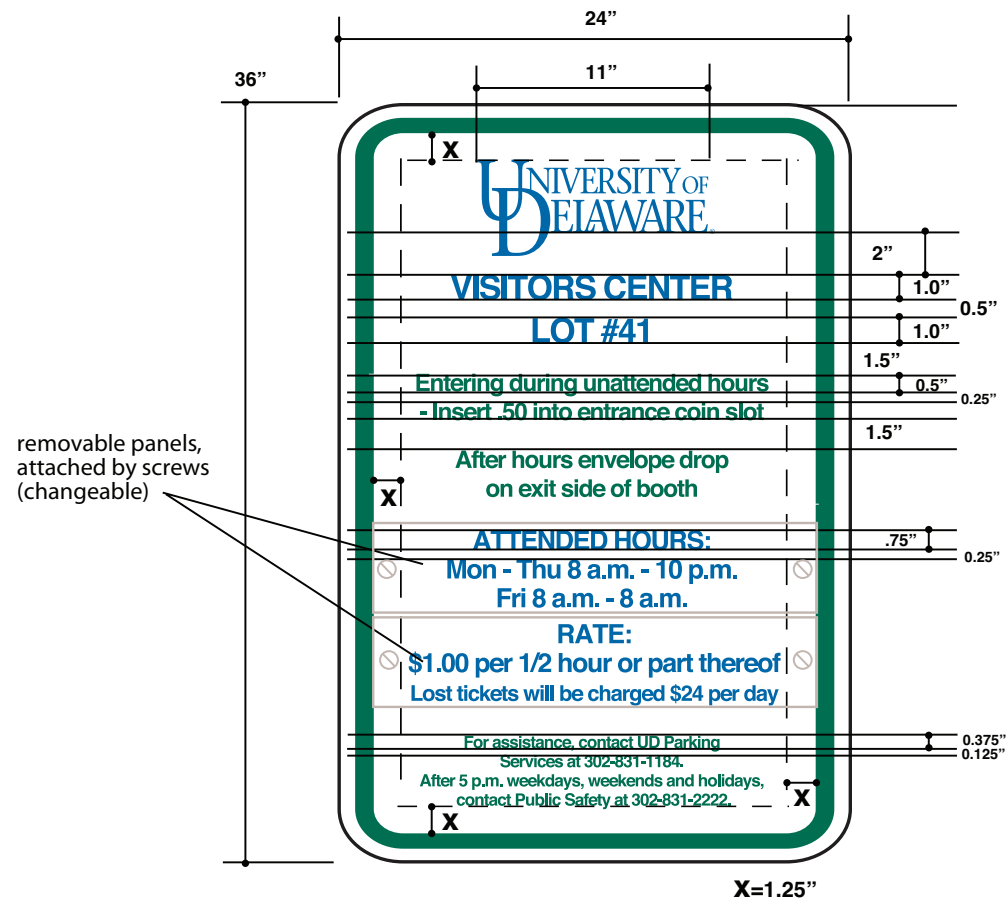


Blue 680-75, 680CR-75)

Scotchlite Reflective Graphic Film

	Pantone 342C	Pantone 2945C	Pantone Color Matching System
White	Green	Blue	Acrylic Polyurethane

Font Helvetica Bold CAPS, no size distortion



OPTIONS




**PERKINS STUDENT
CENTER-GARAGE LOT#4C**

**TRABANT UNIV. CENTER
GARAGE LOT#17C**

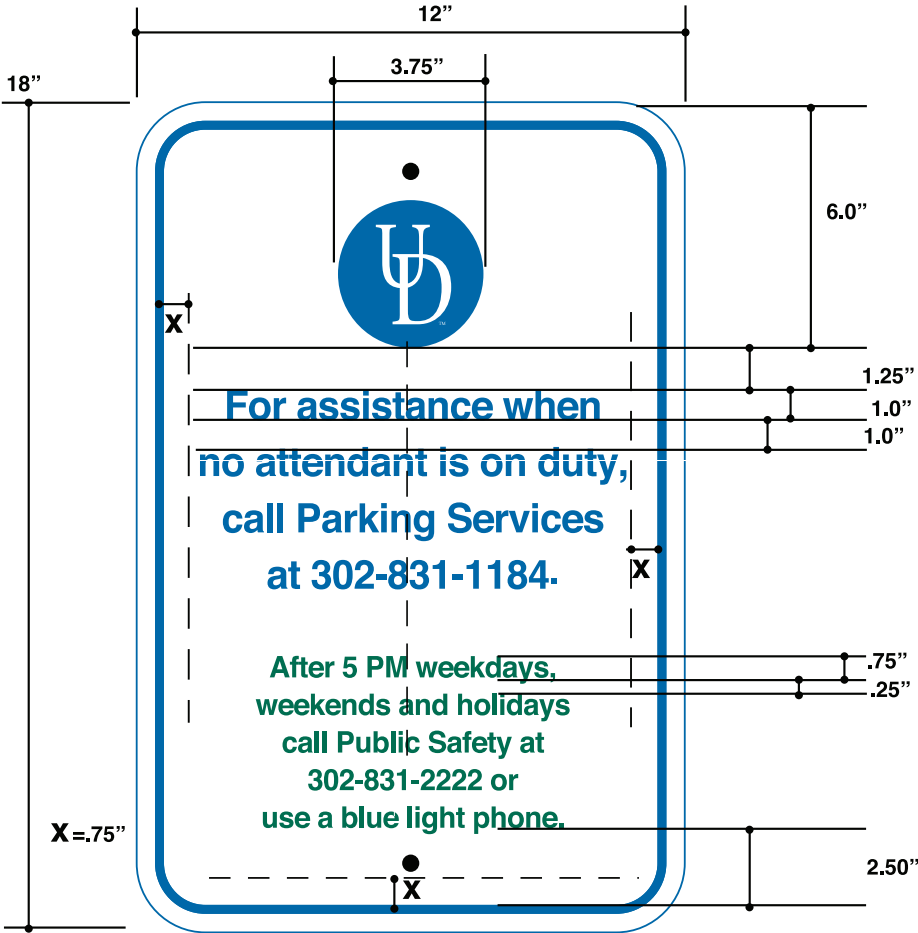
**CENTER FOR THE ARTS
GARAGE LOT#14C**

18" UD Garage Assistance Sign

Colors

			
White (5000)	Green (680-56, 680CR-56)	Blue 680-75, 680CR-75	Scotchlite Reflective Graphic Film
	Pantone 342C	Pantone 2945C	Pantone Color Matching System
White	Green	Blue	Acrylic Polyurethane

Font Helvetica Bold CAPS, no size distortion



UD Security Monitoring Signs

Colors



White (5000)



Blue 680-75, 680CR-75)

Scotchlite Reflective Graphic Film

Pantone 2945C

Pantone Color Matching System

White

Blue

Acrylic Polyurethane

Font Helvetica Bold CAPS, no size distortion

12" x 18"



12" x 12" and 18" x 18"

alternate version



Examples of University Signage

A. Building Identification/Address Signs, Surface-mounted

Material: Aluminum (see size variations and details on previous pages)

Font: Myriad Pro Bold, Myriad Pro Semibold

Dimensions: 7" x 8", 8.5" x 10", 12" x 14.5", 20" x 24"

Notes: Primary logo with Building/Department Identification

B. Building Card Reader Signs, Surface-mounted

Material: PVC

Logo: white Circle UD

Dimensions: 8" x 8"

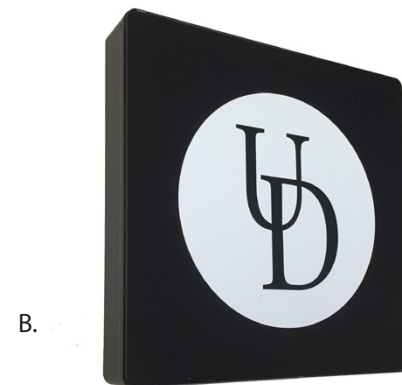
C. Building Identification Signs, Surface-mounted

Material: Cast bronze (see photos)

Font: Stone Serif Medium

Dimensions: 19" x 15"

Notes: UD Circle logo with Building/Department Identification and address



Examples of University Signage

D. Plaques

Material: Bronze

Font: Garamond Premiere Pro, Semibold

Size: Varies

Notes: Dedication/Historic Building/Donor Plaque

E. Building History Sign, Freestanding Plaque

Material: Bronze, cement, brick

Font: Garamond Premiere Pro

Name: Semibold 60 pt.

Body text: Semibold 36 pt.

Size:

Brick Base: 32" wide x 25.5" deep x 16" high

Top of Base (white cement): 24" wide x 18.5" deep

Plaque: 18" wide x 12" high

1/4" border, single line

Background color: Dark Oxide

Material: Bronze

Background texture: Stipple

Total height: approx. 28"

Notes: Dedication/History Plaque

E-1. Variation

Can also have commemorative plaque on front face brick base.
(Must be approved)

Bronze Plaque: 9" wide x 6" high



E-1.



D.



E.

UD SIGNAGE

Building Naming Pin Lettering

A. Building Identification

Material: metal (preferably black, bronze or brushed steel/aluminum/nickel)

Dimensions: 7-10" height

Font/Typeface: Stone Serif Regular/Medium

Kerning: approx. +35

All final heights and kerning will be determined and approved by UD.

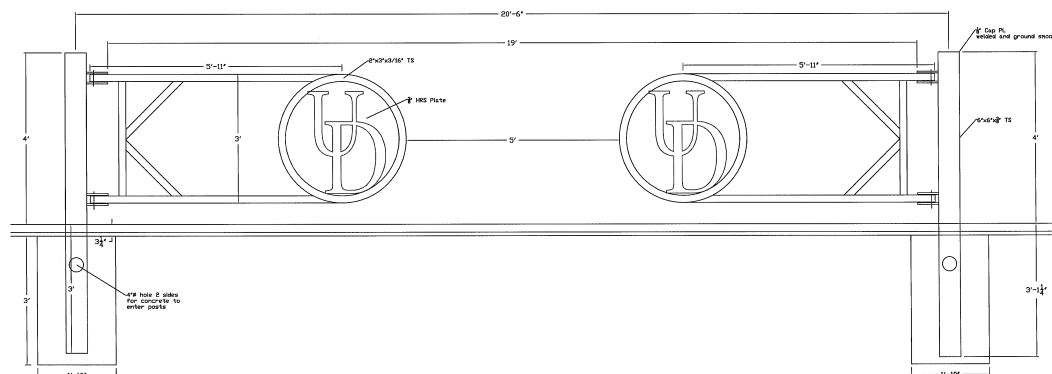
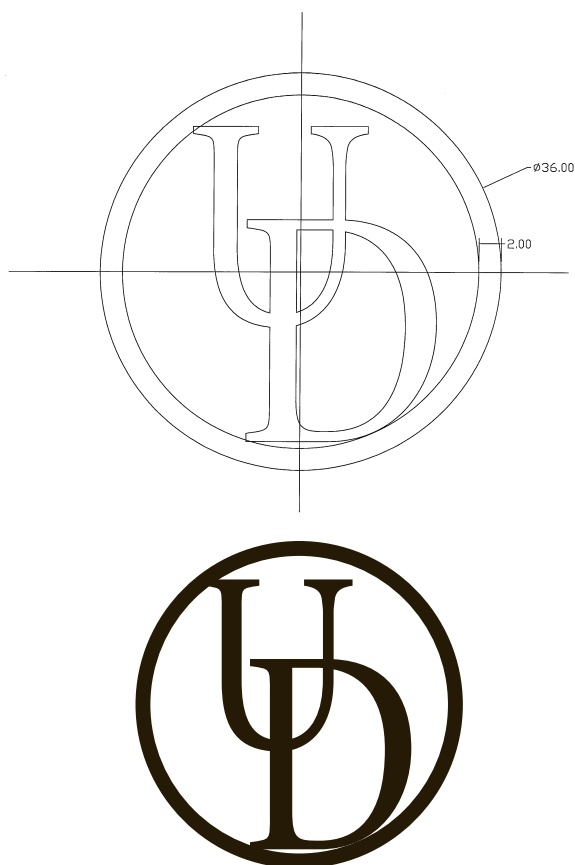


UD Walkway Gates

Material: metal, painted black

Logo: modified version of Circle UD logo/mark
(please obtain correct vector logo art from Communications and Public Affairs).

Final approval of gate mockup must be approved by CPA for consistency and correct use of logo/mark..



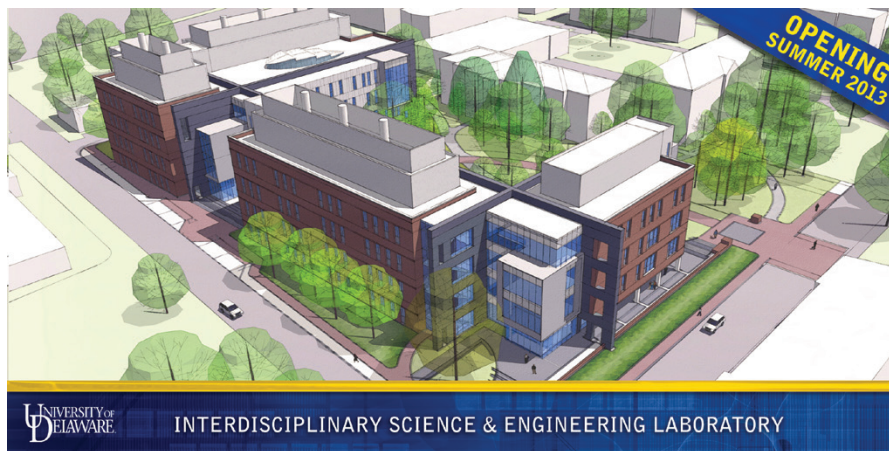
Construction Sign 4' x 6' Variation



Construction Sign 4' x 6' Variation with Funding Attachment



Typical Architect Rendering Construction Sign 4' x 8'



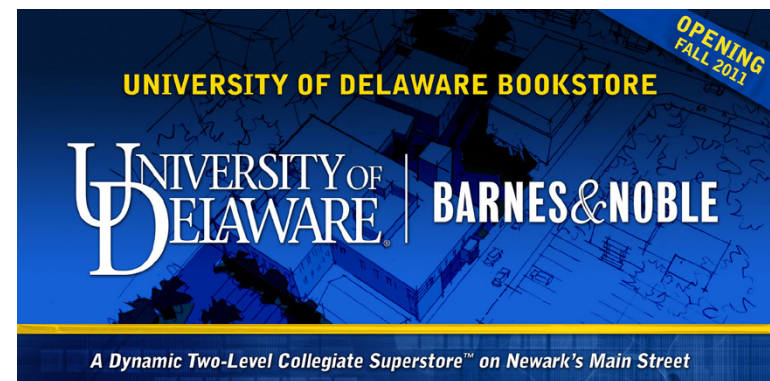
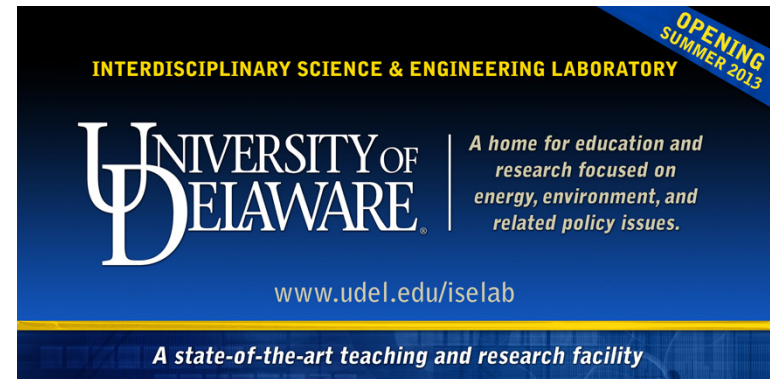
Architect Rendering Construction Sign Variation 4' x 8'



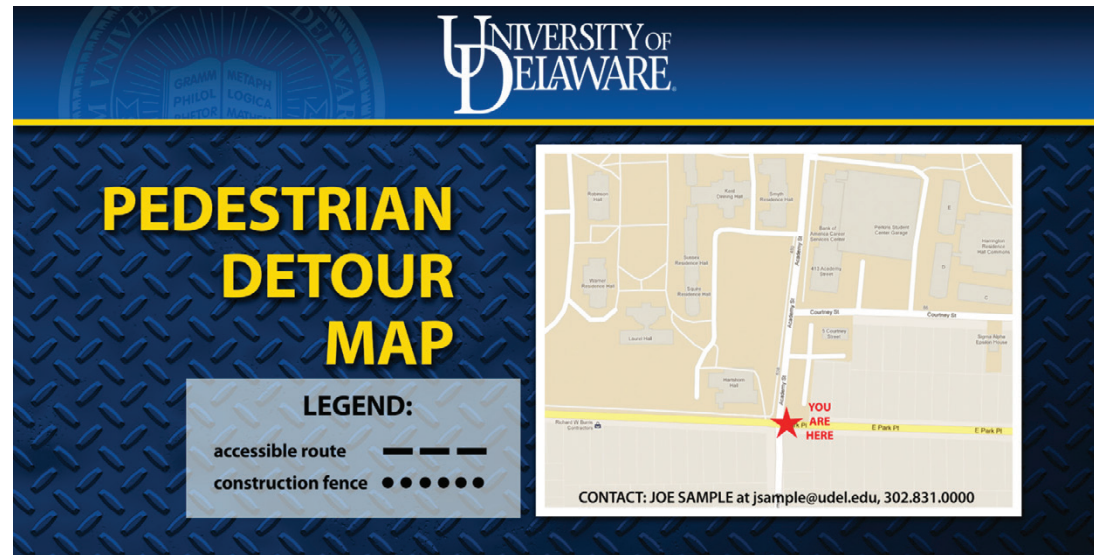
Typical Construction Title Sign 4' x 8'



Construction Title Sign 4' x 8' Variations



Sample Pedestrian Detour Map Sign 4' x 8'



Construction Fence Wind Screen Signage





Vehicle Brand Style Guide

UD Campus Vehicles

The following illustrations and guidelines identify the proper use, placement and color of the University’s logo on campus vehicles.

For questions about vehicular signage with respect to layout, colors and/or use of the UD logo, or to obtain a high-resolution electronic file, please contact the Communications and Public Affairs at 302- 831-2791.

Logo color, vinyl color chart

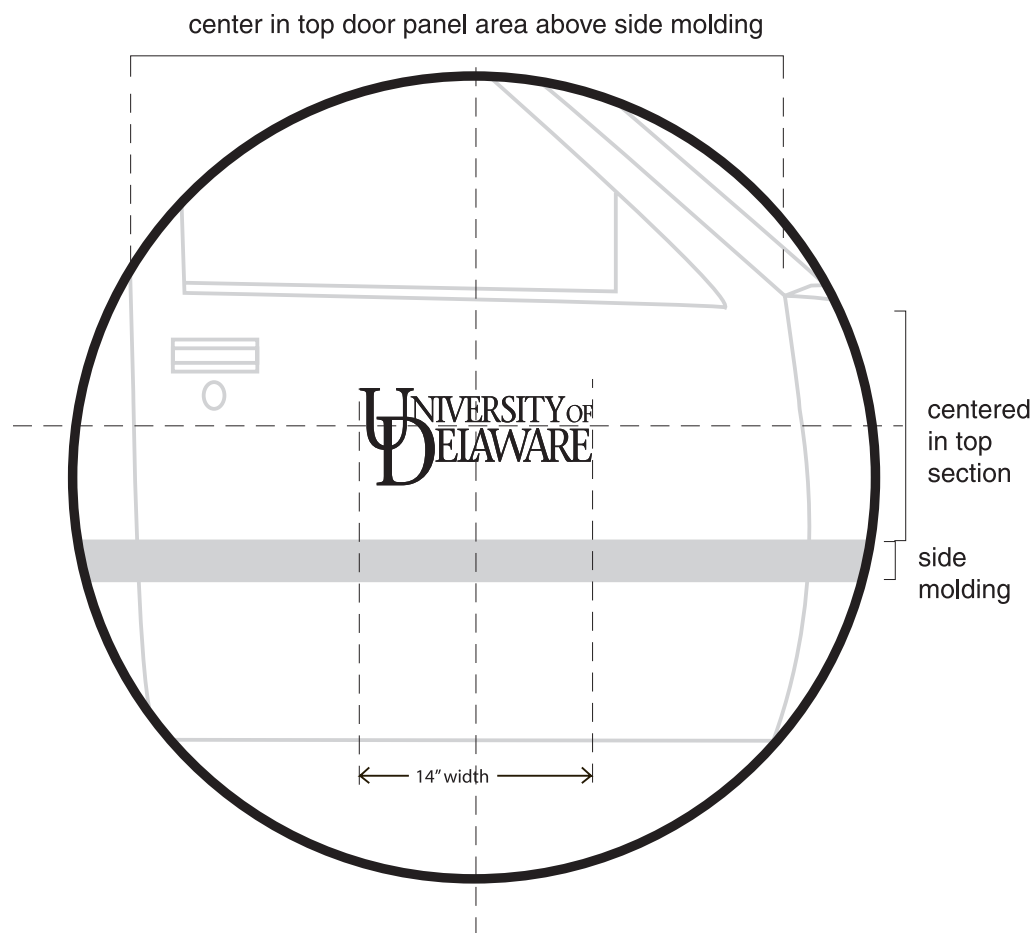


Color	selected vinyl manufacturers		
	Avery	3M Opaque	3M Reflective
(UD Blue) MOTOR POOL ONLY	-Impulse Blue A6587-0 A6 opaque (6 year) or -Vivid Blue A9570-0 A9 opaque (9 yr)	-Vivid Blue 180C-17 opaque	

Any questions concerning the layout of UD logos or to obtain a hi-resolution electronic file, please contact OCM 302- 831-2791.

Motor Pool Vehicles

Guidelines for placement of UD logo and identity

**Identity Legend****Use official art files only**

-14" wide x 5.9" h (smaller) logo
 - **UD Primary Logo** – (Blue) PMS 2945c
 see vinyl color chart
 Do NOT attempt to recreate!



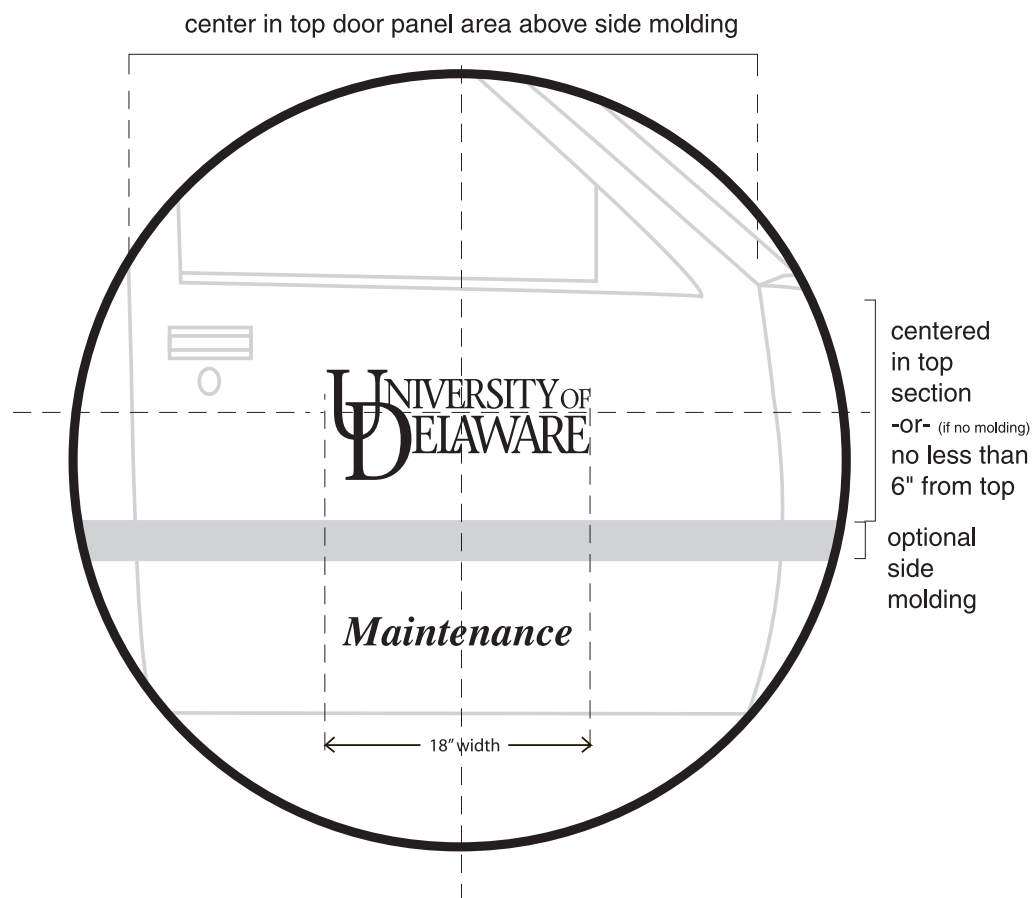
-2 inch identity number
 -PMS 2945c – Blue
 -Stone serif Semibold Italic font

123

Any questions concerning the layout of UD logos or to obtain a hi-resolution electronic file, please contact OCM 302- 831-2791.

Service Vehicles

Guidelines for placement of UD logo and identity

**Identity Legend****Use official art files only**

-18" wide x 5.9" h (larger) logo
 - **UD Primary Logo** – (Blue) PMS 2945c Reflective*
 see vinyl color chart
 Do NOT attempt to recreate!



-2 inch identity number
 -PMS 2945c – Blue Reflective*
 -Stone serif Semibold Italic font

123

Any questions concerning the layout of UD logos or to obtain a hi-resolution electronic file, please contact OCM 302- 831-2791.

Motor Pool and Service Vehicles

Guidelines for placement of UD logo and identity number for vehicles other than car.

